

## **INITIAL FREE PREVIEW FOR MULTIMEDIA MULTICAST CONTENT**

### **ABSTRACT**

According to one embodiment of the invention, a free preview of a program  
5 can be provided to client computers in a multicasting system. This can allow viewers in the  
multicasting system to view a first portion of the program before deciding whether to order  
the program content. According to another embodiment, various distribution methods can be  
accomplished using encryption keys to distribute program content. According to yet another  
embodiment, an initial viewing period can be provided to allow negotiation of the encryption  
10 keys. According to another embodiment, rules and conditions for providing content in a  
multicasting environment can be utilized.

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